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APPEAL BRIEF

Applicants	:	Andrej Gregov et al.
App. No	:	09/648,314
Filed	:	August 25, 2000
For	:	USER-DIRECTED PRODUCT RECOMMENDATIONS
Examiner	:	Etienne P. Leroux
Art Unit	:	2161

Mail Stop Appeal Brief-Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In accordance with the Notice of Appeal filed on October 13, 2010, applicants submit this Appeal Brief. The Appellant appeals the rejection of pending Claims 15, 16, 27-35, and 40-51, which were rejected in the final Office Action mailed July 15, 2010.

This Appeal Brief is being filed in accordance with the rules of 37 C.F.R. § 41.37 and includes a Claims Appendix, Evidence Appendix, and Related Proceedings Appendix. The fees required under 37 C.F.R. § 41.20(b)(2) and any required petition for extension of time for filing this brief and fees therefore will be paid via EFS Web.

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I. REAL PARTY IN INTEREST

The real party in interest for this appeal is Amazon.com, Inc.

II. RELATED APPEALS AND INTERFERENCES

The present application was subject to prior appeal decided April 20, 2010, before the Board of Patent Appeals and Interferences. The appeal number of this prior appeal was 2009-001176, Administrative Patent Judges James D. Thomas, Joseph L. Dixon, and Stephen C. Siu presiding.

Appellant, Appellant's legal representative, and the assignee are not aware of any other prior or pending appeals, interferences, or judicial proceedings that may be related to, directly affect, be directly affected by, or have a bearing on the Board's decision in this appeal.

III. STATUS OF CLAIMS

Claims 15, 16, 27-35, and 40-51, as listed in the Claims Appendix, remain pending and are the subject of this Appeal.

Pending Claims 15, 16, 27-35, and 40-51 were rejected in the final Office Action mailed July 15, 2010, and are the subject of this appeal.

IV. STATUS OF AMENDMENTS

No amendments were made in response to the final Office Action.

V. SUMMARY OF CLAIMED SUBJECT MATTER

The present application includes three independent claims. Each independent claim is paraphrased below, with citations to corresponding portions of the specification and drawings in accordance with 37 C.F.R. § 41.37(c)(1)(v). These citations are provided to illustrate specific examples and embodiments of the recited claim language, and not to limit the claims. Furthermore, a citation to a specific paragraph or appendix in the following claim summaries should be treated as a citation to all lines of that paragraph or appendix.

Claims 15, 16, and 27 are independent claims. Before discussing each of the claims individually, Appellant has provided a brief overview.

A.   Brief Overview

Appellant's disclosure describes an item recommendation system in which a user selects multiple seed items and receives a list of recommended items each generated based on the multiple selected seed items. As recited in the claims, Appellant's disclosure allows a user to assemble a group of seed items that represents the type of items that the user is trying to find, such that each of the recommended items is automatically selected based on the entire set of seeds. (Abstract, Specification, p. 3, ¶ 1.) For example, to generate recommendations about books relating to basic digital photography, the user may select as seed items two such books. (Figure 7 and Specification p. 7, ¶ 2.) In some embodiments, the recommendations provided by the system are not predicated on a user profile maintained on the user, so that the user can target recommendations to items of a particular type, without being diluted by other interests or purchases of the user. (Specification p. 3, ¶ 1.) In some embodiments, the system allows the user to assemble a group of seed items by dragging a representation of the item to a seed selection area. (Specification p. 8, ¶ 1.) In some embodiments, the system allows the user to remove one or more items from a group of seed items. (Specification, p. 7, ¶ 2.)

This item recommendation system is particularly well-suited and useful for online merchant enterprises. Users that go to a conventional online merchant's site often find that conventional recommendations systems have substantial shortcomings. In general, the list of items recommended by a particular recommendation service is fairly static, requiring the user to purchase a number of new items or update a survey about the user's interests to obtain new recommendations. (Specification, p. 2, ¶ 1.) Further, because conventional systems are based on the contents of a user profile, they are not particularly useful either to recommend gifts for others having different interests, or to recommend items to a user that are in a new area of interest to the user that is not reflected in the user's profile. (Specification, p. 2, ¶ 1.)

As is described in greater detail below, Appellant's item recommendation system allows a user to build a set of recommendation seeds dynamically and to receive recommendations based

on the dynamic set of seeds. This allows the user to find items related to a new area of interest or based on the interests of a different person for which the user is buying, such as a gift recipient.

B.   Independent Claim 15

Claim 15 is directed to a method in a computing system for generating item recommendations for a user, the method comprising:

- receiving requests from the user to display information about each of a plurality of items 691 (see, e.g., Figure 6 and Specification, p. 7, ¶ 1, and Figure 7 and Specification, p. 7, ¶ 2).

- selecting as seed items the plurality of items 691 that were displayed (see, e.g., Figure 2B and Specification, p. 5, ¶ 2, Figure 6 and Specification, p. 7, ¶ 1, and Figure 7 and Specification, p. 7, ¶ 2).

- generating a list of recommended items 610-650 each based on the selected seed items (see, e.g., Figure 6, Figure 7 and Specification, p. 7, ¶¶ 1-2), wherein the generated list does not contain the selected seed items (see, e.g., Figure 6 and Specification, p. 7, ¶ 1, and Figure 7 and Specification, p. 7, ¶ 2).

- displaying the generated list of recommended items 610-650 to the user (see, e.g., Figure 2 and Specification, p. 5, ¶ 2, Figure 6 and Specification, p. 7, ¶ 1, and Figure 7 and Specification, p. 7, ¶ 2).

C.   Independent Claim 16

Claim 16 is directed to a method in a computing system for generating item recommendations for a user, the method comprising:

- displaying a plurality of item indications 710-750 to the user each indicating an item (see, e.g., Figure 7 and Specification, p. 7, ¶¶ 2-3).

- receiving input from the user comprising a selection 792 and 794 of each of a plurality of the displayed item indications 791 and 793 as seed items (see, e.g., Figure 7 and Specification, p. 7, ¶ 2).

- generating a list of recommended items 710-750 each based on the selected seed items (see, e.g., Figure 6 and Specification, p. 7, ¶ 1, and Figure 7 and Specification, p. 7, ¶ 2), wherein the generated list does not contain the selected seed items (see, e.g., Figure 6 and Specification, p. 7, ¶ 1, and Figure 7 and Specification, p. 7, ¶ 2).

- displaying 205 the generated list of recommended items 710-750 to the user (see, e.g., Figure 2 and Specification, p. 5, Figure 6 and Specification, p. 7, ¶ 1, and Figure 7 and Specification, p. 7, ¶ 2).

D.   Independent Claim 27

Claim 27 is directed to a method in a computing system for specifying a request for product recommendations, the method comprising:

- for each of a plurality of groups of one or more products, displaying information describing products in the group 791 and 793 (see, e.g., Figure 3 and Specification, p. 6, ¶ 3).

- for each of at least a portion of the plurality of product groups, displaying in conjunction with the information describing products in the group a control 792 and 794 for selecting products in the group as recommendation seeds (see, e.g., Figure 7 and Specification, p. 7, ¶ 2).

- when a displayed control 792 and 794 is selected by a user, adding to a list of recommendation seeds products in the group 791 and 793 in conjunction with which the selected control is displayed (see, e.g., Figure 7 and Specification, p. 7, ¶ 2).

- so that the list of recommendation seeds 791 and 793 contains products in the groups whose controls are selected by the user and the list of recommendation seeds can be used to generate a list of recommended items 710-750 each based on the recommendation seeds that are selected, wherein the generated list does not contain the recommendation seeds that are selected (see, e.g., Figure 6 and Specification, p. 7, ¶ 1, and Figure 7 and Specification, p.7, ¶ 2-3).

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

The Office Action has rejected all of the pending Claims 15, 16, 27-35, and 40-51 under 35 U.S.C. § 112, first paragraph, because the recited recitation, "wherein the generated list does not contain the selected seed items," allegedly does not meet the written description requirement.

To the extent that Appellant presents arguments herein with regard to particular figures and written description, Appellant does not imply that other figures or other written description not cited here do not also convey possession of the disputed recitation.

VII. ARGUMENT

A.   Rejection of Claims 15, 16, 27-35, and 40-51 Under 35 U.S.C. § 112, First Paragraph

The final Office Action rejected Claims 15, 16, 27-35, and 40-51 under 35 U.S.C. §112, first paragraph, because the recited element, "wherein the generated list does not contain the selected seed items," allegedly does not meet the written description requirement.

As cited in Related Appeals and Interferences, above, this application was the subject of a prior appeal decided April 20, 2010 (Appeal No. 2009-00176). Although the Board found the claims distinguished over the cited art based at least on the claim element reciting "wherein the generated list does not contain the seed item," the Board issued a *sua sponte* 35 U.S.C. § 112, first paragraph, written description rejection based on the very same claim element. *See* attached Decision No. 2009-00176 at p. 8-9. In reaching this decision, the Board limited their review to page one of the Specification, finding only that "nothing in page one of the Specification supports the claimed limitations." *Id* at p. 8.

In the Response to Decision on Appeal, Appellants respectfully disagreed with the findings of the Board, and further cited additional Figures 6 and 7 and their accompanying description in the Detailed Description of the Specification. *See* Response to Decision on Appeal dated June 21, 2010, at p. 2. Appellant submitted that these additional figures and accompanying description further conveyed Appellant's possession of the claimed subject matter at the time of filing, and thereby satisfied the written description requirement under 35 U.S.C § 112, first paragraph. *Id*.

The final Office Action rejected Appellant's argument that the additional figures and accompanying description conveyed Appellant's possession of the claimed subject matter. In support of the written description rejection under 35 U.S.C. § 112, first paragraph, the Office Action cited Figures 4, 5, and 6 as alleged "instances where a list of recommended items include a seed item in <u>contradiction</u> to the claim limitation 'wherein the generated list does not contain the selected seed items.'" (Final Office Action mailed July 15, 2010 at p. 3 (emphasis in original)). Appellant respectfully disagrees.

As set forth in *Vas-Cath, Inc.* v. *Mahurkar*, 935 F.2d 1555, 1563-64, 19 U.S.P.Q.2d 1111, 1117 (Fed. Cir. 1991), in order to satisfy the written description requirement of 35 U.S.C. § 112, first paragraph, an applicant must convey with reasonable clarity to those skilled in the art that, as of the filing date sought, he or she was in possession of the invention, and that the invention, in that context, is whatever is now claimed. The test for sufficiency of support in a parent application is whether the disclosure of the application relied upon "reasonably conveys to the artisan that the inventor had possession at that time of the later claimed subject matter." *Ralston Purina Co.* v. *Far-Mar-Co, Inc.*, 772 F.2d 1570, 1575, 227 U.S.P.Q. 177, 179 (Fed. Cir. 1985) (quoting *In re Kaslow*, 707 F.2d 1366, 1375, 217 U.S.P.Q. 1089, 1096 (Fed. Cir. 198 3)). *See also* M.P.E.P. 2163.02.

As will be explained in greater detail below, Appellant submits that the present application clearly discloses the generation of lists not containing the selected seed items utilized to generate the list in at least Figures 6 and 7 and their respective description on page 7 of the Specification. As such, these embodiments of the present application demonstrate possession of the recitation "wherein the generated list does not contain the selected seed item." *See Ralston Purina*, 772 F.2d at 1375 (the written description "reasonably conveys to the artisan that the inventor had possession at that time of the later claimed subject matter.")

Appellant further submits that the appropriate analysis under 35 U.S.C § 112, first paragraph, does not require that the Specification exclude all embodiments outside the scope of the claims. While the Office Action refers to embodiments in Figures 4 and 5 as illustrative of embodiments demonstrating the inclusion of seed items in a set of recommendations, such embodiments are not relied upon by Appellant to for purposes of demonstrating possession of the

recitations of the claims. Moreover, the embodiments in Figures 4 and 5 are not incorporated into the embodiments of Figure 6 or Figure 7 and do not in any manner limit the embodiments illustrated in Figures 6 and 7, which will be described in detail below. Accordingly, these embodiments should not be given consideration in the reconsideration of the rejection of the claims of the present application under 35 U.S.C § 112, first paragraph.

1.   **Figures 6 and 7, with accompanying written description, each independently convey possession of the claim recitation "wherein the generated list does not contain the selected seed items."**

Appellant first refers to Figure 6 of the present application, and the accompanying description on page 7, first paragraph, of the Specification:

> Figure 6 is a display diagram showing a sample set of recommendations displayed by the facility based upon a user-specified seed-item. Figure 6 is preferably displayed in response to the user clicking on button 551 shown in Figure 5. It can be seen that Figure 6 contains a list 690 of user-specified seed items. In Figure 6, this list of seed items contains only one seed item, item 691 corresponding to item 550 shown in Figure 5. Figure 6 also shows a list of recommended items 610, 620, 630, 640, and 650. These recommended items are based upon using item 691 alone as a seed for the recommendation engine. At this point, the user may add additional seed items to the list of user-specified seed items by clicking a "more like this" button associated with a new seed item. For example, the user may click button 631 in order to add item 630 to the list of user-specified seed items.

Docket No.:   SEAZN.238A
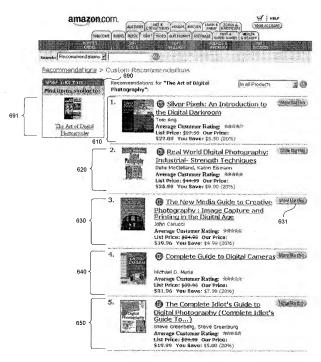Appl. No.:   09/648,314
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FIG. 6

24976-8045/Fig6 vsd

Figure 6 contains one seed item, item 691. The item is "displayed in response to the user clicking on button 551 shown in Figure 5." This corresponds to a "request from the user to display information about each of a plurality of items," as recited in Claim 15.

As set forth in the description, "Figure 6 contains a list 690 of only one seed item, item 691." The list of recommended items 610, 620, 630, 640, and 650 are "are based upon using item 691 **alone** as a seed for the recommendation engine." (Emphasis added.) This corresponds to the step of "generating a list of recommended items each based on the selected seed items, wherein the generated list does not contain the selected seed items." As is clear from Figure 6 and the accompanying description, item 691 is the only seed item, and does not occur in the generated list of items 610, 620, 630, 640, and 650. Figure 6 therefore shows the recitation "wherein the generated list does not contain the selected seed items."

Insofar as Figure 6 demonstrates a selected seed item and a generated list not containing the selected seed item, Appellant submits that Figure 6 "reasonably conveys to the artisan that the inventor had possession at that time of the later claimed subject matter." *Ralston Purina*, 707 F.2d at 1375.

With regard to second, independent embodiment, Appellant next refers to Figure 7 of the present application, and the accompanying description on page 7, second paragraph of the Specification:

> Figure 7 is a display diagram showing the display of a revised set of recommended items based upon an expanded list of user-selected seed items. The display shown in Figure 7 is preferably generated in response to the user clicking on button 631 shown in Figure 6. As a result, the facility has added seed item 793 to the list 790 of the user-selected seed items. The list of recommended items 710, 720, 730, 740, and 750 is correspondingly revised to include items recommended based upon these two seed items. At this point, the user may further expand the list of user-selected seed items by clicking one of the "more like this" buttons, such as button 711. The user may also remove seed items from the list of user-selected seed items by unchecking one or more of the check boxes 792 and 794, then clicking update button 795. For example, to remove item 793 from the list of user-selected seed item 790 and return to the display of Figure 6, the user could uncheck check box 794 for item 793, then click the update button 795.

FIG. 7

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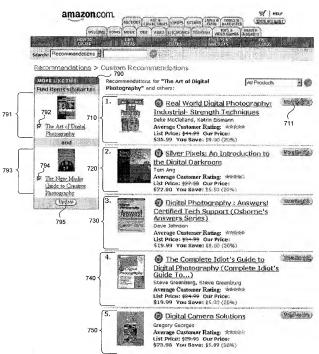Appl. No.: 09/648,314
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As set forth in the accompanying description, "Figure 7 is preferably generated in response to the user clicking on button 631 in Figure 6. As a result, the facility has added seed item 793 to the list 790 of the user-selected seed items." Figure 7 therefore contains two seed items, 791 and 793. Further, the accompanying description states that "[t]he list of recommended items 710, 720, 730, 740, and 750 is correspondingly revised to include items recommended based upon these two seed items." This list of generated items is therefore based on the two selected seed items 791 and 793.

Insofar as this list of generated items does not contain either seed item 791 or 793, Figure 7 shows the recitation "wherein the generated list does not contain the selected seed items." Appellant submits that Figure 7 therefore "reasonably conveys to the artisan that the inventor had possession at that time of the later claimed subject matter." *Ralston Purina*, 707 F.2d at 1375.

As demonstrated above, Figures 6 and 7, with accompanying written description, each individually convey possession of the recitation "wherein the generated list does not contain the selected seed items." Appellant therefore respectfully requests that the Board reverse the Office Action's rejection of the pending claims under 35 U.S.C. § 112, first paragraph.

2.   **35 U.S.C. § 112, first paragraph, does not require the exclusion of non-supporting embodiments from the description of the invention.**

As discussed below, Appellant respectfully disagrees with the Office Action's contention that Figures 4, 5, and 6 are contradictory to the claim recitation "wherein the generated list does not contain the selected seed items." As discussed, Figures 6 and 7 convey possession of the recited claim language and Appellant respectfully disagrees with the Office Action's reliance upon Figure 6 as indicative of a contradictory embodiment for at least the reasons discussed above. Additionally, the embodiments illustrated in Figures 4 and 5 are not relied upon by Appellant and therefore unnecessary for demonstrating possession of the claims of the present application. Even if the embodiments of Figures 4 and 5 relate to embodiments not encompassed within the claims of the present application, such embodiments would correspond to unclaimed subject matter.

The written description requirement laid out in 35 U.S.C § 112, first paragraph, does not require that a specification necessarily exclude all embodiments of an invention other than those claimed. *See Vas-Cath*, 935 F.2d at 1566 ("The court further erred in applying a legal standard that essentially required the drawings . . . to <u>necessarily exclude</u> all diameters other than those within the claimed range." (Emphasis in original.)). The test of written description is rather that "[a]n adequate written description of the invention may be shown by any description of sufficient, relevant, identifying characteristics so long as a person skilled in the art would recognize that the inventor had possession of the claimed invention." M.P.E.P. 2163(II)(A)(3)(a).

Accordingly, any potential embodiments described in the Specification and falling outside the potential scope of the claims would be irrelevant for the purposes of determining support under a 35 U.S.C. § 112 written description analysis. 35 U.S.C. § 112, first paragraph, only requires that some part of the description of the invention "reasonably conveys to the artisan that the inventor had possession at that time of the later claimed subject matter." *Ralston Purina*, 772 F.2d at 1375. Therefore, Appellant respectfully submits that because the embodiments of Figures 4 and 5 are not utilized in conjunction with demonstrating possession of the claims of the present application. As such, no consideration should be given to these embodiments in analyzing the claims of the present application.

3.   **Figures 4 and 5 do not limit the claim recitation "wherein the generated list does not contain the selected seed items."**

In support of the written description rejection under 35 U.S.C § 112, first paragraph, the Office Action cited Figures 4, 5, and 6 as alleged "instances where a list of recommended items include a seed item in contradiction to the claim recitation 'wherein the generated list does not contain the selected seed items.'" Final Office Action mailed July 15, 2010, at p. 3. Appellant respectfully disagrees.

As discussed, Figure 6 provides direct and independent support for the disputed claim element. Figures 4 and 5 further demonstrate separate alternate embodiments, neither of which excludes the disputed recitation. Although Figures 4, 5, and 6 reuse a number of sample items for the purpose of example, the figures each demonstrate a separate and independent embodiment of the invention. As discussed, insofar as Figures 4 and 5 show additional potential embodiments of

the invention and in no way limit embodiments encompassed by the recitation "wherein the generated list does not contain the selected seed items."

Appellant refers first to Figure 4 of the present application and the accompanying description on page 6, fourth paragraph of the Specification:

> Figure 4 is a display diagram showing sample search results. It can be seen that the search has produced a number of items, including book items 411-413, that are the most relevant to the search string inputted as shown in Figure 3. The search results are preferably accompanied by a recommendations button 420. The user preferably clicks the recommendations button in order to obtain recommendations that are based upon the top three items in the search result.

Figure 4 is therefore a display "showing sample search results. . . .relevant to a search string." Figure 4 does not identify "selected seed items," as recited in Claim 1, and therefore neither supports nor excludes the recitation "wherein the generated list does not contain the selected seed items."

Appellant refers next to Figure 5 of the present application, and the accompanying description on page 6, fifth paragraph of the Specification:

> Figure 5 is a display diagram showing a list of recommendations based upon the sample search. The diagram shows six recommended items 510, 520, 530, 540, 550, and 560. Items 510, 540, and 520 are the top three items returned in the search result, shown as items 411, 413 and Figure 4. Items 530, 550, and 560 are among the items retuned by the recommendations engine when seeded with the top three items from the search. Thus, the recommended items shown in Figure 5 are a combination of the top items returned by the search and recommendations based upon these top items.

Figure 5 shows a number of recommendations based upon a sample search. Although the items shown are "a combination of the top items returned by the search and recommendations based upon these top items," Figure 5 merely discloses a single possible embodiment of the invention, and in no way purports to limit the invention to the particular example shown.

Appellant therefore submits that Figures 4 and 5 in no way limit the inclusion of the claim recitation "wherein the generated list does not contain the selected seed items." Insofar as the 35 U.S.C § 112, first paragraph, written description requirement does not require the exclusion of embodiments not used in support of the claims, Figures 4 and 5 are irrelevant for the purposes of

determining claim support under a 35 U.S.C § 112 written description analysis. As discussed, Figure 6 further supports and does not contradict the disputed claim language. Applicant therefore respectfully requests that the Board reverse the Office Action's rejection of the pending claims under 35 U.S.C. § 112, first paragraph.

4.   Conclusion

Figure 6 and Figure 7, along with their accompanying written description, both clearly and independently show selected seed items and a generated list that does not contain the selected seed items. For at least these reasons, the present application satisfies the 35 U.S.C § 112, first paragraph, written description requirement. Additionally, even if one or more disclosed embodiments contained in the description of the invention were to fall outside the scope of the claims as presented, the present application would nonetheless satisfy the 35 U.S.C § 112, first paragraph, written description requirement. Appellant therefore respectfully requests that the Board reverse the Office Action's rejection of the pending claims under 35 U.S.C. § 112, first paragraph.

B.   CONCLUSION

For the above reasons, Appellant respectfully requests that the Board reverse the Office Action's rejection of the pending claims under 35 U.S.C. §112, first paragraph.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Dated: November 22, 2010   Respectfully Submitted,

                                            By: _____

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                                                Registration No.: 46,206
                                                Attorney of Record
                                                Customer No. 79,502
                                                (206) 405-2004

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VIII. CLAIMS APPENDIX

1-14. (Canceled)

15.   A method in a computing system for generating item recommendations for a user, comprising:

    receiving requests from the user to display information about each of a plurality of items;

    selecting as seed items the plurality of items that were displayed;

    generating a list of recommended items each based on the selected seed items, wherein the generated list does not contain the selected seed items; and

    displaying the generated list of recommended items to the user.

16.   A method in a computing system for generating item recommendations for a user, the user having a persistent user profile, comprising:

    displaying a plurality of item indications to the user each indicating an item;

    receiving input from the user comprising a selection of each of a plurality of the displayed item indications as seed items;

    generating a list of recommended items each based on the selected seed items, wherein the generated list does not contain the selected seed items; and

    displaying the generated list of recommended items to the user.

17-26. (Canceled)

27.   A method in a computing system for specifying a request for product recommendations, comprising:

    for each of a plurality of groups of one or more products, displaying information describing products in the group;

for each of at least a portion of the plurality of product groups, displaying in conjunction with the information describing products in the group a control for selecting products in the group as recommendation seeds; and

when a displayed control is selected by a user, adding to a list of recommendation seeds products in the group in conjunction with which the selected control is displayed,

so that the list of recommendation seeds contains products in the groups whose controls are selected by the user and the list of recommendation seeds can be used to generate a list of recommended items each based on the recommendation seeds that are selected, wherein the generated list does not contain the recommendation seeds that are selected.

28.   The method of claim 27, further comprising generating a product recommendation based upon the list of recommendation seeds.

29.   The method of claim 27 wherein the information displayed for a distinguished one of the product groups describes a product category containing products in the distinguished group.

30.   The method of claim 27 wherein the information displayed for a distinguished one of the product groups describes a product genre containing products in the distinguished group.

31.   The method of claim 27 wherein a distinguished one of the product groups comprises a single product, and wherein the information displayed for the distinguished product group describes the product that comprises the product group.

32.   The method of claim 27 wherein a distinguished one of the product groups comprises products that are recordings of a single artist, and wherein the information displayed for the distinguished product group describes the artist.

33.   The method of claim 27 wherein a distinguished one of the product groups comprises products that are books written by a single author, and wherein the information displayed for the distinguished product group describes the author.

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34.   The method of claim 27 wherein the control displayed for a distinguished product group is a button that is selected by the user by clicking the button.

35.   The method of claim 27 wherein the control displayed for a distinguished product group is a draggable portion of the information describing the product group, together with a destination region, and wherein the control displayed for the distinguished product group is selected by the user by dragging the draggable portion of the information describing the product group to the destination region.

36-39. (Canceled)

40.   The method of claim 15 further comprising removing an item from the plurality of items selected as seed items in response to a request from the user.

41.   The method of claim 15 further comprising adding an item to the plurality of items selected as seed items in response to a request from the user.

42.   The method of claim 15 further comprising displaying a control for removing items from the plurality of items selected as seed items.

43.   The method of claim 42 wherein the control is a button that is selected by the user clicking the button.

44.   The method of claim 42 wherein the control is a draggable representation of the item together with a destination region, and wherein the control is selected by the user by dragging the draggable representation of the item to the destination region.

45.   The method of claim 15 wherein all of the received requests are received during a distinguished browsing session.

46.   The method of claim 16 further comprising removing an item from the plurality of items selected as seed items in response to a request from the user.

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47.   The method of claim 16 further comprising adding an item to the plurality of items selected as seed items in response to a request from the user.

48.   The method of claim 16 wherein the received input explicitly comprises a selection of each of a plurality of the displayed item indications as seed items.

49.   The method of claim 16 further comprising displaying a control for removing items from the plurality of items selected as seed items.

50.   The method of claim 49 wherein the control is a button that is selected by the user clicking the button.

51.   The method of claim 49 wherein the control is a draggable representation of the item together with a destination region, and wherein the control is selected by the user by dragging the draggable representation of the item to the destination region.

IX. EVIDENCE APPENDIX

None.

X. RELATED PROCEEDINGS APPENDIX

None.

PAT-ABRIEF

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